

The Effects of Service Quality, Customer Satisfaction on Re-Patronage Intentions of Ahotel's Existing Customers

Abstract

The purpose of this paper is to examine the relationship between service quality, customer satisfaction and existing customer's re-patronage intentions in the context of the hotel industry. The paper is a descriptive study that reviews the service marketing literature and proposes a model for hotel industry in the light of three key constructs: service quality, customer satisfaction and re-patronage intentions. The study found that two dimensions of service quality, namely, assurance and empathy were significantly and positively associated with customer satisfaction. Customer satisfaction was found to be positively associated with re-patronage intentions. Due to time and resource constraints, the study was conducted in a single hotel. Assurance and empathy may be used in practice by focusing on these two dimensions as well as to accommodate the conditions of the hotel. The paper is an innovative way of looking at service quality that is being provided by a two-star hotel in the southern region of Malaysia.